

62.71

62



Sunset — 1956 Introduction

# *Steele's*<sup>®</sup> Mastodon<sup>®</sup> Pansies

SOLD AND GROWN THE WORLD OVER...SINCE 1893

## **1956 GROWERS' PRICE LIST**

**64TH YEAR OF QUALITY SEED**





*63 Years of Quality Seed...*

## **PAY YOURSELF BIG DIVIDENDS WITH STEELE'S MASTODON PANSY SEED**

**DIVIDEND No. 1.** Higher germination and superior quality add up to the lowest cost per saleable plant for the highest price on the market. Large bedding plant growers report over 18,000 saleable plants per ounce.

**DIVIDEND No. 2.** Plants come along faster and earlier to enable you to produce two crops in the time it requires to grow one crop of ordinary pansies.

**DIVIDEND No. 3.** Sunset is our exciting new contribution for 1956 to add more brilliance to your pansy planting. Your cash register will ring out glad tidings of more profits. Our complete line of pansy strains will put you out in front with the sharpest demand you have ever had. Don't forget — our pansies are hardy in cold climates and winter-flowering in mild weather. We are the originators of Jumbo pansies. No other strain can compare with Steele's.







## **MOON MOTH**

Combines nicely with Sea Blue, Pay Dirt, and Madame Steele or adds white to any mixtures.



# SEPARATE COLORS

**JUMBO PAY DIRT** — our origination (*see photo of Santa Anita*). The largest pansy in the world for average size — golden yellow with dark ray. Outsells all others.

**JUMBO MOON MOTH** — an immense white with characteristics of Pay Dirt, its parent strain. The dark blue pencilled markings radiating from the center intensify the effect of its purity of color. The best and largest white pansy. See picture. To spark the night.

**JUMBO BRONZE TONES** — a blend of many grand colors ranging from old gold, coffee, and copper tones to deep bronzes. Many smoky blue-bordered types. All excellent texture and perfect form — huge size. A true Jumbo strain, the result of many years' selection from our Jumbo fields. Connoisseur's delight.

**JUMBO MADAME STEELE** — a rich velvety royal purple of huge size and heavy substance. A favorite through the years.

**JUMBO BEACONSFIELD** — Upper petals rich lavender, lower deep violet. No blotch. Fine for border and color effect. A Lordly creation.

**GORGEOUS** — uniform, velvety, ruby red. Compact growth. A cardinal favorite.

**MLLE. IRENE** — Copper red, bronze red, and henna shades. Lighter and brighter than Gorgeous. Some brilliant pure red tones. A Persian garden.

**SEA BLUE** — a large bright blue pansy with darker blotch. Finest of the deep blues. Makes an effective combination with Pay Dirt or Moon Moth. Crater Lake blue.

**ADONIS** — light blue to lavender colors. Largely a Jumbo type, the earliest flowering in our field. Much improved, larger, and more intense in color. Has a small, perky face. A fast seller. An Alice blue gown.

**GOLDEN GATE** — a fine golden yellow with dark blotches on lower petals. Very resistant to heat and drouth and compact in growth habit. Larger than ever — much improved. Reflection of the sun.

★*Germination directions included with each order.*





## SANTA ANITA

Steele's Pay Dirt blooming in front of Santa Anita Club House in January. This hardy jumbo pansy is a Steele's origination.





## OUR SUPERB MIXTURES

**JUMBO MIXED** — Our origination — Immense blooms in well-balanced color blend with copper, brass, red, vermillion, yellow, apricot, bronze, cafe au lait, blue, lavender, orchid, vin rose, and wine; and many other rare and exquisite colors. Cold resistant in severe climates, winter flowering in mild. You can make several sowings of this strain to extend your selling season. A man's favorite.

**BUTTERFLY HYBRIDS** — Our Origination — Predominantly pastel with shades of pink, terracotta, rose, orchid, lavender, yellow, gold, apricot, salmon, coral, flesh, chamois, buff, and every shade in between. Many are overlaid with a bronze cast. Improved size, well ruffled, superb texture, long, strong stems. This strain is distinctive, unmatched for cut flowers. Withstands heat better than any other strain of pansies. Try early spring planting. A woman's delight.

**SUPER SWISS "400" MIXED** — One of the finest of our strains. Perfectly balanced in color range containing a large proportion of clear red shades, scarlet, carmine, rose, fuchsia, gold, blue, violet, and variations, many with three-tone color effects, all blotched, and many bordered in contrasting hues. The largest of Swiss strains. An artist's palette.

**JUMBO SUNSET** — this is a mixture, as the name would indicate, of the bright, exciting colors from the setting sun. It is confined in general to those shades and hues that simply shout for attention. The strain is all Jumbo, so you may be assured of top size as well as the earliest of blooms. A sensation for all. (*see cover picture*)

★*Germination directions included with each order.*

### FOR FASTER DELIVERY OF MASTODON SEED

Check your order carefully and send remittance in full by money order, or check, if no Florist Credit Rating. Be sure to write your name and address plainly, including zone number as stricter postal regulations require zones for delivery of mail. No extra charge for airmail. If you plan to make several plantings this year, tell us when and we will ship your seed to reach you at the proper time. Warm climates are not safe to store pansy seeds unless kept under mild refrigeration. We are sorry but we cannot accept C.O.D. orders. We do not offer packets smaller than those listed.

**SEED PRICES****ORDER TODAY****MASTODON PANSIES**

	400's	600's	800's	1/16 oz.	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.	3 oz.	4 oz.	8 oz.	16 oz.
Jumbo Mixed		\$1.00		\$1.80	\$3.00	\$5.10	\$9.20	\$16.50	\$31.25	\$45.00	\$55.00	\$92.50	\$185.00
Butterfly Hybrids			\$1.00	1.50	2.40	4.10	7.40	14.00	26.60	37.80	47.60	82.00	164.00
"400" Super Swiss Mixed			1.00	1.40	2.25	3.80	6.85	13.00	24.70	35.00	44.20	78.00	156.00
Jumbo Sunset	\$1.00		1.75	3.35	5.35	9.10	16.40	29.50	53.10	75.25	100.00	177.00	354.00
Jumbo Pay Dirt	1.00		1.75	3.35	5.35	9.10	16.40	29.50	53.10	75.25	100.00	177.00	354.00
Jumbo Bronze	1.00		1.65	2.75	4.40	7.50	13.50	25.50	48.45	68.85	86.70		
Jumbo Moon Moth (White)	1.00		1.65	2.75	4.40	7.50	13.50	25.50	48.45	68.85	86.70		
Jumbo Madame Steele			1.00	1.75	2.80	4.75	8.55	16.25	30.85	43.85	56.10	97.50	195.00
Jumbo Beaconsfield			1.00	1.75	2.80	4.75	8.55	16.25	30.85	43.85	56.10	97.50	195.00
"Gorgeous"			1.00	1.55	2.50	4.25	7.65	14.50	27.55	39.15	49.30	87.00	174.00
Mlle. Irene			1.00	1.55	2.50	4.25	7.65	14.50	27.55	39.15	49.30	87.00	174.00
Sea Blue			1.00	1.45	2.30	3.90	7.00	13.30	25.30	36.00	45.20	79.80	156.60
Adonis			1.00	1.45	2.30	3.90	7.00	13.30	25.30	36.00	45.20	79.80	156.60
Golden Gate			1.00	1.45	2.30	3.90	7.00	13.30	25.30	36.00	45.20	79.80	156.60

**LOOK FOR THE ORIGINATORS PACK**

This year Steele's Mastodon Jumbo Pansy Seed will be shipped only in the NEW Originators Pack. Remember, pansy seed are not genuine unless received in the ORIGINATORS PACK. This is for your protection and convenience.





## SELL MORE PANSIES THIS WAY...

*The following merchandising aids will help you make more sales and more profit on Steele's Mastodon Pansy plants . . . the most beautiful pansies in all the world!*



### PAMPHLET ON GROWING

This makes it easier for you to answer customer's questions on culture — and insures the best results from Steele's Mastodon pansy plants after they leave your hands. \$1.25 per hundred.

### TV SLIDES AND RADIO COPY

Write for details on 20 second and one minute tie-ins for radio and television. Color and Black and White slides available.



### FLAT STICKERS AVAILABLE IN COLOR

Identify your flats as Steele's quality pansy plants. (Gummed for easy attachment to flats.) 25 free with \$5.00 order. Ask for them!



### COMMERCIAL PANSY CULTURE

Here is the leading publication on pansy culture. Many advanced ideas on germination, fertilization, weed and pest control, successful sales and marketing methods and other timely subjects. PRICE 25 CENTS.

### SLIDES AND POSTERS

Beautiful kodachrome slides available to Steele's customers for showing at Garden Clubs. No handling charge for the loan of these outstanding slides.

Free on request with each order of \$2.50 or more is our beautiful FOUR-COLOR PANSY POSTER PAINTING by Miss Winifred Walker, artist of the Royal Horticultural Society of London. This will be the 33rd year for the STEELE PANSY POSTER — a tradition among pansy lovers all over the world.



ASK FOR Steele's  
Mastodon Pansy Plants Today!  
★ Easy to grow ★ Huge blooms  
★ Brilliant colors

### POSTAL CARDS

Again we are offering you beautiful 4-color postal cards and at a lower cost. These striking cards will bring you more orders for pansy plants. \$2.50 per hundred.

### NEWSPAPER MATS

Here's what you've been looking for . . . an easy-to-use newspaper ad (1 col. x 5 inches) designed to bring customers direct to you. Free with orders of \$5.00 or more or 10 cents each with orders under \$5.00.

**SEND FOR YOUR  
SALES AID  
TODAY!**

**Steele's<sup>®</sup>  
PANSY  
GARDENS Inc.**

P. O. Box 4555

2715 S. E. 39th Ave., Portland 2, Oregon, U.S.A.